

# National Days of Service & the Service Year Alliance



# National Days of Service

CNCS requires all AmeriCorps programs to participate in four National Days of Service, in addition to participating in an AmeriCorps Launch event in your region.



- **Martin Luther King Jr. Day of Service**
- **AmeriCorps Week**
- **Mayor & County Recognition Day for National Service**
- **September 11th National Day of Service & Remembrance**

# Days of Service – Volunteerism Focus

CNCS spearheads the effort to encourage Americans to volunteer in their communities during:

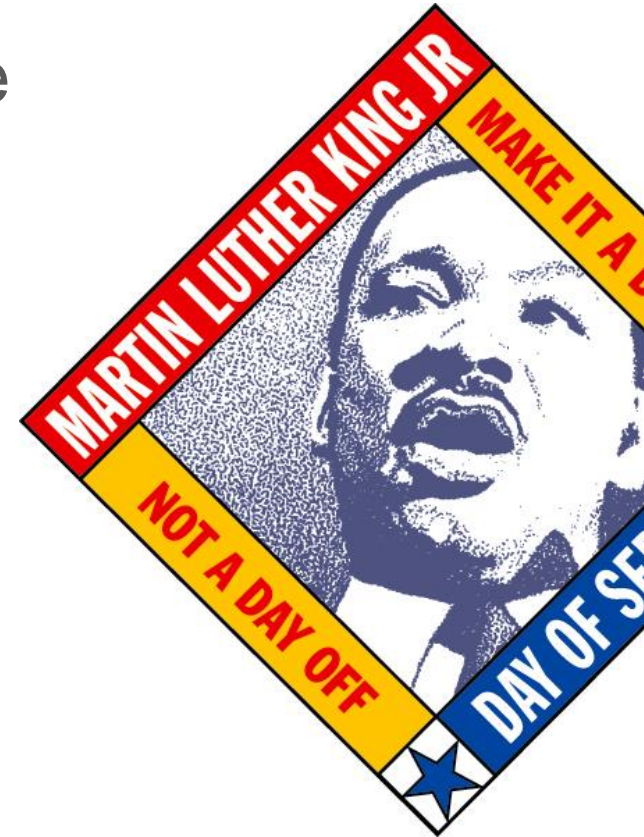
- **Martin Luther King Jr. Day of Service, January 16, 2017**
- **September 11<sup>th</sup> National Day of Service, September 11, 2016**





# MLK Day of Service

- In 1994, Congress designated the Martin Luther King, Jr., holiday as a national day of service.
- MLK Day is a “day on, not a day off”
- Each year, CNCS highlights a special focus for the initiative – Engaging Americans in Creating Economic Opportunity, reaching out to Rural Communities, etc.

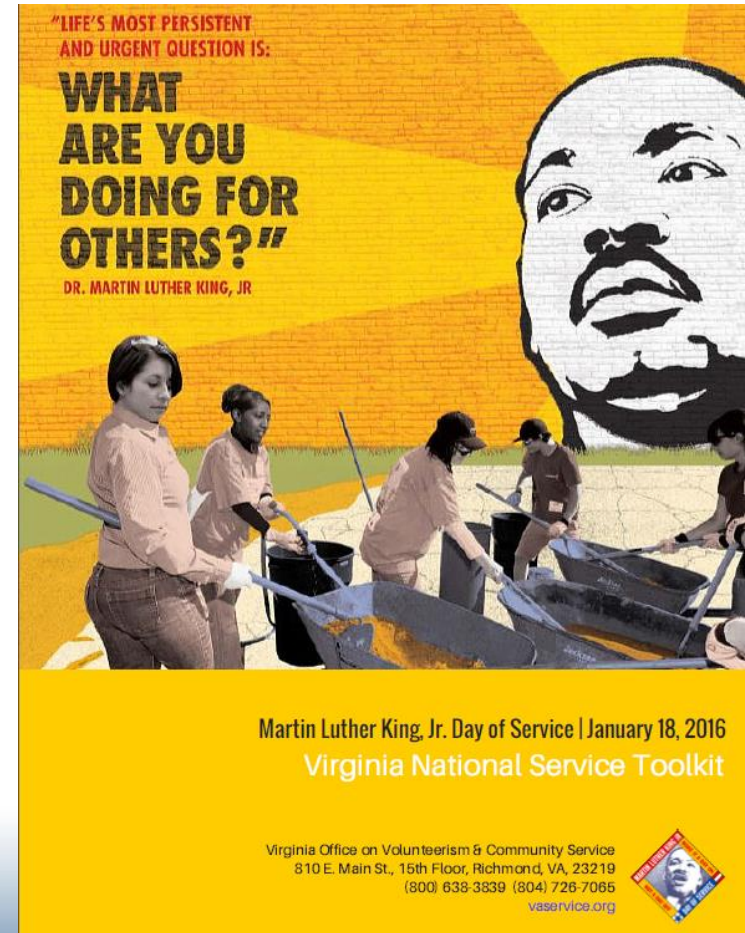


# MLK Day of Service

## Virginia MLK Project Toolkit

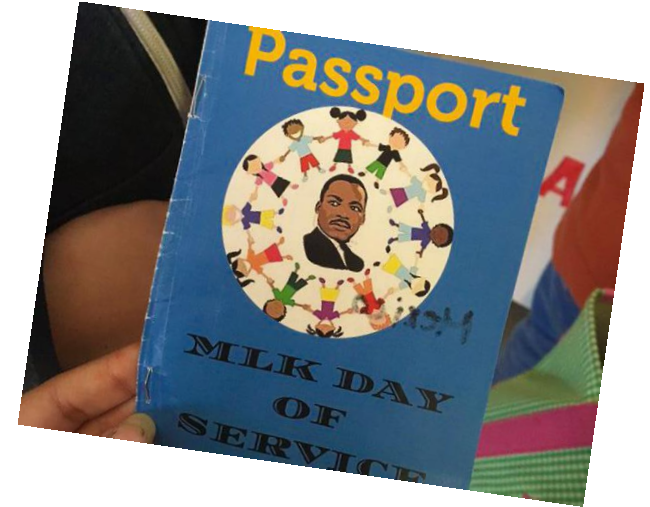
- Marketing Messaging and Communications Planning
- Ideas for Service Projects
- Template Press Release, Media Advisory & Proclamation
- Social Media Links/Sample Posts
- Where can you find it?

<http://virginiasservice.virginia.gov/ameriCorps-national-service/ameriCorps-program-resources/marketing-social-media-tools/>



# MLK Day of Service

- In Virginia our programs have hosted book drives, held MLK education events for students accompanied by school beautification project, and held food drives.
- Some programs host MLK celebration events followed by volunteer projects.



- Register your project on [www.nationalservice.gov/mlkday](http://www.nationalservice.gov/mlkday)
- Promote to our local media outlets, post in community calendars



# 9/11 Day of Service & Remembrance

- Originally launched in 2002 by MyGoodDeed and gained wide support by the 9/11 community and leading national service organizations.
- In 2009, Congress designated 9/11 as a National Day of Service and Remembrance, and charged CNCS with helping to support the effort.
- Projects can support various issues, however those helping veterans and military families are a particular focus.



# 9/11 Day of Service

- Virginia 9/11 Day Toolkit
  - Marketing Messaging and Communications Planning
  - Ideas for Service Projects
  - Template Press Release, Media Advisory & Proclamation
  - Social Media Links/Sample Posts
  - Where can you find it?  
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# 9/11 Day of Service



- Programs can host clothing drives for homeless or unemployed veterans.
- Make care packages for military troops.
- Conduct a beautification project at a school or park in honor of 9/11 Day.
- Have clothing, food, or toy drives for shelters.
- Have children write thank you letters to first responders and military.
- Mini Grants available through the Virginia Service Foundation to help you fund your projects!  
<https://www.surveymonkey.com/r/VSFGrant>

# Days of Service - National Service Focus

There are three important events to remember for which CNCS has designated as initiatives to promote national service in local communities:

- AmeriCorps Launches, October 7 (tentative)
- AmeriCorps Week, March 6-11, 2017 (tentative)
- Mayor & County Recognition Day for National Service, April 4, 2017 (tentative)



# AmeriCorps Launch Events

- Launch Events (October 7) occur at the beginning of each program year as kick-off events
- Regional events will occur in 3-4 regions (probably Northern VA, Richmond, Southwest VA & Hampton Roads)
- Events feature a ceremony component where AmeriCorps members take their pledge for a year of service followed by service projects





# AmeriCorps Launch Events

## Events Tips

- Invite Special Guests, including dignitaries, Alums, and media
- Create a timeline and agenda for your ceremony:
  - Music
  - Color Guard
  - Opening Remarks
  - Special Speakers (program director, OVCS staff, alums)
  - Audio Visuals (slideshow, pledge on the screen)
  - Banners, Signage & Programs (include Pledge in program)

# AmeriCorps Launch Events

- Promote Your Launch
  - Press Release
  - Social Media before, during and after the event
  - Directly contact local media outlets
  - Have Printed Materials/Fact Sheets for Media
  - Choose a Spokesperson for your Program
- Service Project
  - Find a Need in Your Area
  - Make Sure You Have Appropriate Number of Volunteers
  - Make Sure You Have Supplies for Project
  - Take Pictures and Share!

# AmeriCorps Pledge

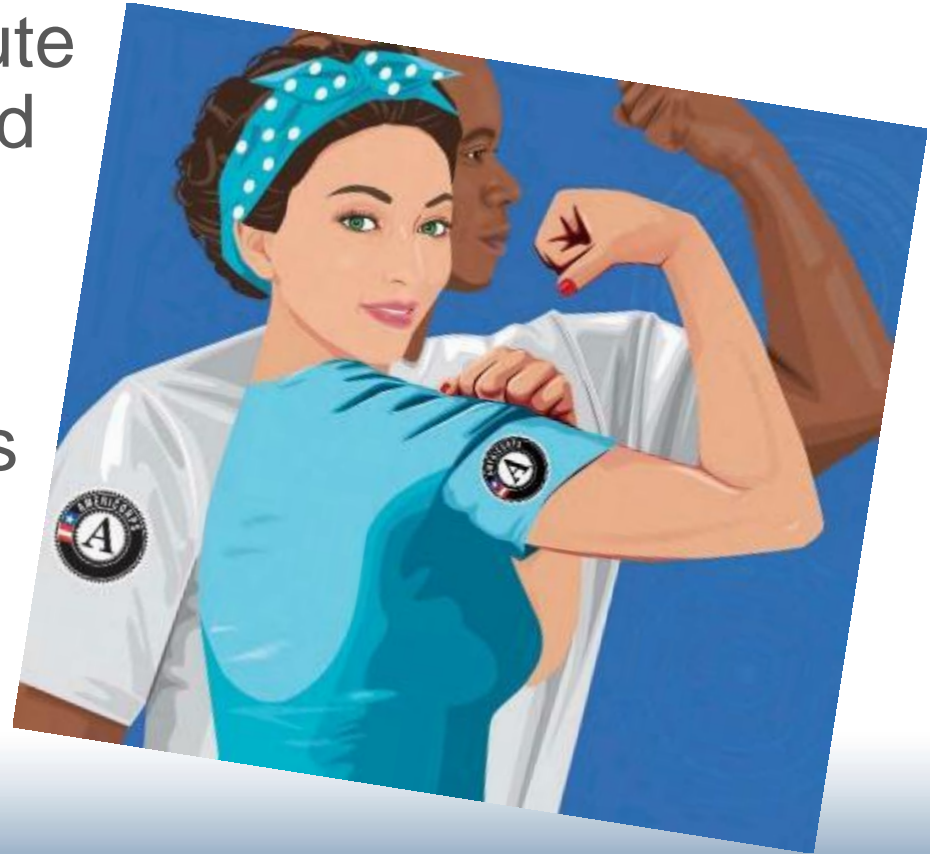
- I will get things done for America - to make our people safer, smarter, and healthier.
- I will bring Americans together to strengthen our communities.
- Faced with apathy, I will take action.
- Faced with conflict, I will seek common ground.
- Faced with adversity, I will persevere.
- I will carry this commitment with me this year and beyond.
- I am an AmeriCorps member, and I will get things done.





# AmeriCorps Week

AmeriCorps Week (March 6-11, 2017) is a time to salute AmeriCorps members and alums for their service, thank AmeriCorps community partners, and communicate AmeriCorps impact on communities and on the lives of those who serve.



# AmeriCorps Week



- AmeriCorps Week Tools

- CNCS Website offers marketing messaging and communications planning tools

- Ideas for Events and Service Projects

- Template Press Release, Media Advisory & Proclamation

- Social Media Links and Sample Posts

- Where can you find it?

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps-week>

*Corporation for*  
**NATIONAL &  
COMMUNITY  
SERVICE** 

# AmeriCorps Week



- Get community leaders in your area to write letters to the editor or OpEd's about the benefits of AmeriCorps.
- Use Social Media to tell members stories all week using the hashtag #AmeriCorpsWorks
- Host an Open House and invite area government officials to visit to learn more about your program
- Host a service project during the week
- Make a video about your program and its impact on the community and release on social media



# Mayor & County Recognition Day

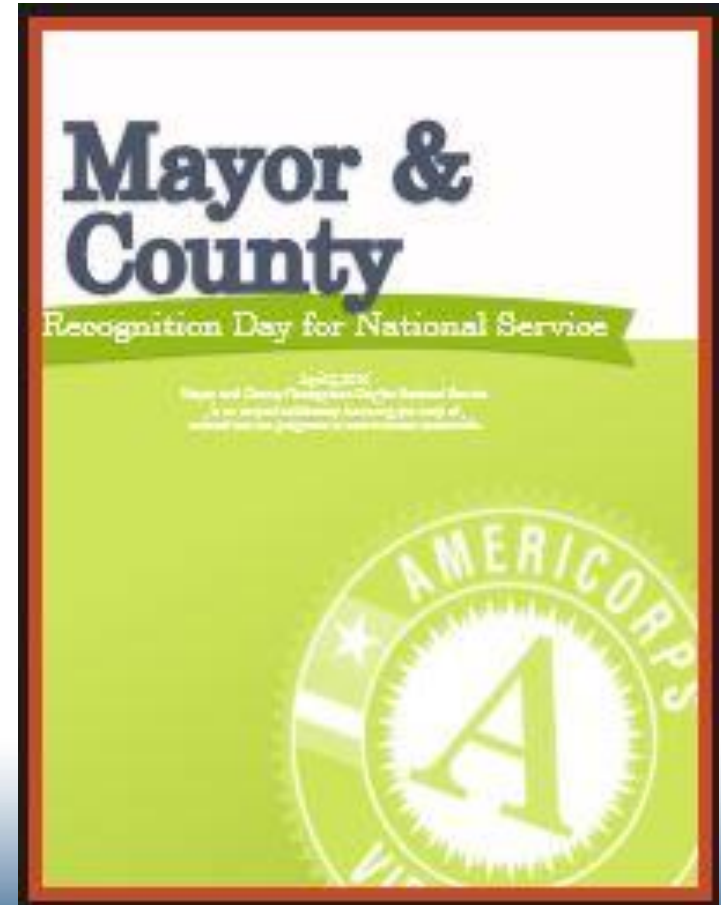
- In its 5<sup>th</sup> year, this event (April 4, 2017) shines a light on national service in communities as our mayors & county officials are increasingly turning to it as a cost-effective strategy to address local issues.
- Programs coordinate events inviting mayors & county officials. Officials thank those who serve citing success stories in their communities.
- Mayors & County Officials are encouraged to register their support of national service on the CNCS Website.
- Service projects.



# Mayor & County Recognition Day

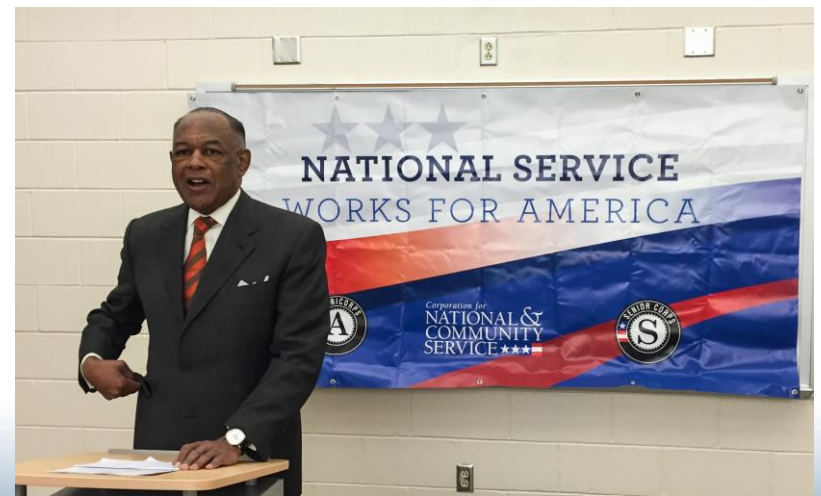
## Mayor & County Recognition Day Toolkit

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# Mayor & County Recognition Day



# Mayor & County Recognition Day

## Alternative Mayor's Day Ideas

- Ask your board members, staff, and AmeriCorps members to send e-mails or letters to mayor or county officials
- Ask your board members or someone in position of influence to submit a Letter to the Editor or OpEd in support of National Service
- Ask your board members, staff and members to post messages on your mayor or county officials' Twitter and/or Facebook pages supporting National Service



# Planning Service Projects

## A Few Tips

- Service Projects should be OUTREACH projects!
- Is there a need? Can you accomplish this project in the time allotted with the projected number of volunteers planned?
- Don't forget to recruit volunteers! Service Projects should ALWAYS feature the recruitment and use of volunteers
- Provide all vital information to your volunteers and members

# Planning Service Projects

- Members should wear their gear
- Feature prominent AmeriCorps messaging at your events – signs, banners!
- Take lots of photos and encourage your members to take photos.
- Utilize whatever hashtag and/or Virginia Service tag whenever possible when posting to social media.
- Use these photos and video footage for your own promotional materials/videos.

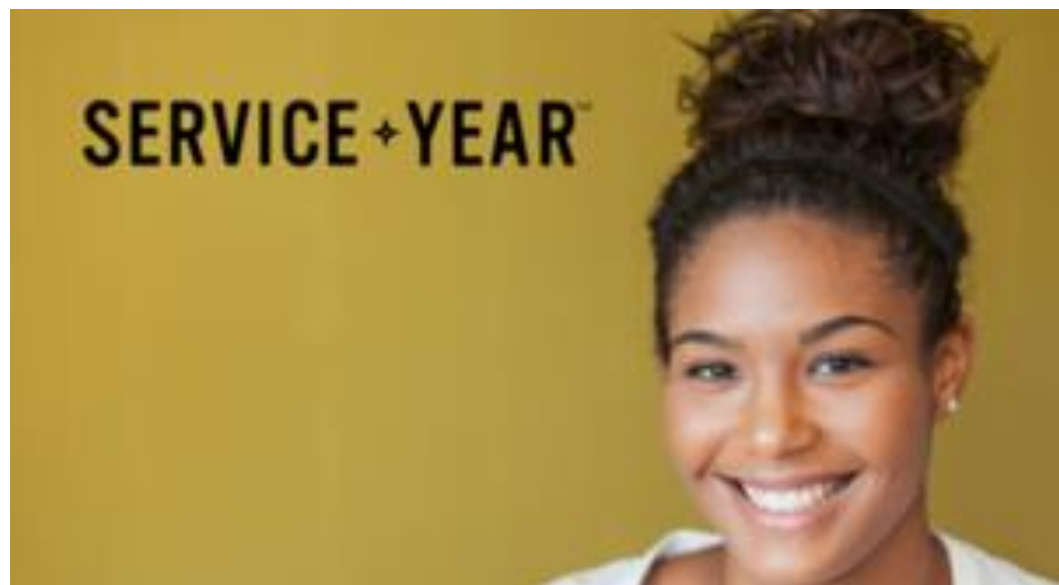
# Service Projects



- Resources
- <http://www.serve.gov/site-page/toolkits>
- <http://blog.prepscholar.com/129-examples-of-community-service-projects>
- <http://www.nationalservice.gov/resources/member-and-volunteer-development/encorps/demystifying-project-plans-vads>

# Service Year Alliance

Service Year Alliance is the result of the merger between the Franklin Project, ServiceNation, and the Service Year Exchange, and is a joint venture between Be The Change, Inc. and The Aspen Institute.





# Service Year Alliance



## What is it?

Service Year Alliance is a nationwide initiative to make a service year a common expectation and opportunity for young Americans of all backgrounds!

- Virginia is the first state in the nation where the higher education community has come together to commit to integrating service years on their campuses.
- 50+ higher education institutions, including all Virginia public colleges and community colleges, have signed on to "[Virginia's College Compact](#)"

# Service Year Initiative



- Creating service year opportunities for undergraduate/graduate students
- Linking service years to academic credit
- Valuing and encouraging service years through admissions
- Financial aid & Career Services
- Designations on diplomas or graduation certificates

# Service Year Initiative

AmeriCorps programs can [register on the Service Year Exchange](#). You'll be able to list open National Service member positions, search from possible candidates and more!



# Service Year Exchange





## Questions?

VA Office on Volunteerism & Community Services

801 E. Main St., Richmond, VA 23219

Toll free in VA: (800) 638-3839

Direct: (804) 726-7065

Fax: (804) 726-7088

Email: [\*\*AmeriCorps@dss.virginia.gov\*\*](mailto:AmeriCorps@dss.virginia.gov)

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